

PROOF is in the SAVINGS!

Accuview ROI

Order Accuracy

According to *QSR Magazine's* October 2006 Drive-Thru Study, order accuracy is considered "very important" by more respondents (86%) than any other factor. Errors tarnish customer experiences and the restaurant's image while wasted food costs the restaurant money.

Example:

2 errors eliminated/day x \$2 wasted food costs =
\$4/day x 365 days a year =
\$1,460 per year savings

Targeted Marketing & Suggestive Selling

Research indicates 10% of drive-thru customers base purchase decisions on items promoted at drive-thru.

Example:

240 cars in drive-thru/day x 10% =
24 cars/day x \$2 incremental purchase =
\$48 additional revenue/day x 365 days a year =
\$17,520 x 30% margin =
\$5,256 per year savings

Speed-of-Service

Save time by reducing the need to repeat orders and re-ring misunderstood information. According to *QSR Magazine's* October 2005 issue, stores with an order confirmation solution process orders 15 to 50 seconds faster. Improved speed leads to additional cars in your drive-thru.

Example:

4 additional cars /day x \$6 average check =
\$24 incremental revenue/day x 365 days/year =
\$8,760 x 30% margin =
\$2,628 per year

Reduced Theft

Displaying orders directly to customers is a security measure to ensure cash integrity. Reducing theft by as little as 0.5% per year can produce significant savings.

Example:

\$1,200,00 annual gross sales x 60% drive-thru =
\$720,000 x 0.5% theft reduction
\$3,600 per year

NCR Accuview Order Confirmation Boards are cost-effective solutions developed to improve drive-thru performance. NCR Texas Digital is the leader in order confirmation display technology with more than 25,000 units installed worldwide.

This information, gathered from independent operators, illustrates the return on investment to justify your Accuview purchase.

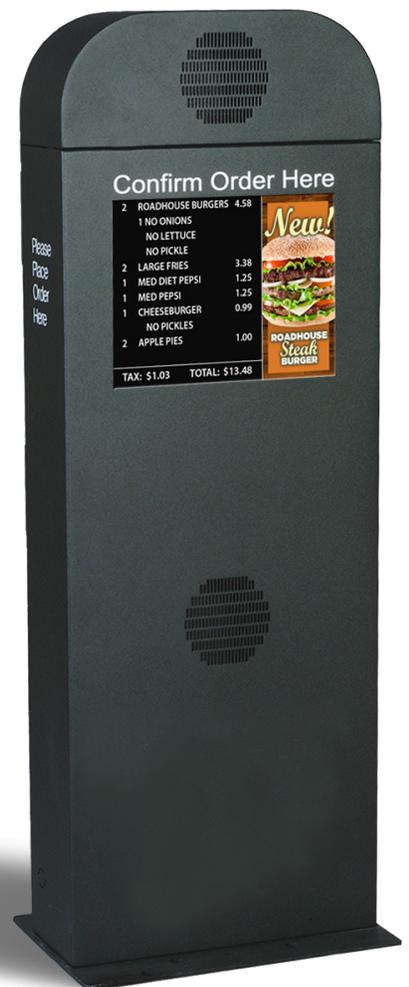
Savings Summary

Minimizing potential problems while maximizing drive-thru performance, the NCR Accuview Order Confirmation Board offers a quick return on investment.

Example:

\$12,944 impact/return
\$ 4,000 median unit cost

Payback in 3-4 Months!



AN ESSENTIAL TOOL
MANDATORY IN MANY QSRs



Contact Us Today
800.693.2628
sales.tds@ncr.com
www.txdigital.com



Texas Digital™

IS NOW

